

ORDER



KLAS

Orders
Order / Rev: 37738
Alt Order #: 08889239
Product Desc: Horsford/DCCC
Estimate: 2250
Flight Dates: 10/26/12 - 10/30/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: GMMB
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Horsford - DCCC
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$20,585.00	\$17,497.25
10/29/12	10/30/12	17	\$8,275.00	\$7,033.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$20,585.00	\$17,497.25	0.00
November 2012	17	\$8,275.00	\$7,033.75	0.00
Totals	29	\$28,860.00	\$24,531.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$28,860.00
Market	100%	\$96,200.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$24,050.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,810.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/26/12	10/30/12	8 News Now 5a M-F	CM	5-6a	MT--F--	:30	2	\$225.00	LV1	0.00	NM	2	\$450.00
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--			2			\$225.00		0.00			
E 2	8	10/26/12	10/30/12		CM	6-7a	MT--F--	:30	2	\$275.00	LV1	0.00	NM	2	\$550.00

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 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F															
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					2	\$275.00		0.00			
E 3	8	10/26/12	10/30/12	CBS This Morning 7-9a CM		7-9a	MT--F--	:30	2	\$200.00	LV1	0.00	NM	2	\$400.00
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					2	\$200.00		0.00			
E 4	8	10/27/12	10/27/12	CBS Early Show - Sat. CM		5-7a	-----S-	:30	1	\$50.00	LV1	0.00	NM	1	\$50.00
CBS Early Show - Sat.															
CBS THIS MORNING SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$50.00		0.00			
E 5	8	10/28/12	10/28/12	CBS News Sunday Morning CM		CBS Sunday Morni-	-----S	:30	1	\$350.00	LV1	0.00	NM	1	\$350.00
CBS News Sunday Morning															
CBS NEWS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$350.00		0.00			
E 6	8	10/26/12	10/30/12	Live w/Kelly CM		9-10a	MT--F--	:30	1	\$300.00	LV1	0.00	NM	1	\$300.00
Live w/Kelly															
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$300.00		0.00			
E 7	8	10/26/12	10/30/12	Price Is Right CM		10-11a	MT--F--	:30	1	\$450.00	LV1	0.00	NM	1	\$450.00
Price Is Right															
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$450.00		0.00			
E 8	8	10/26/12	10/30/12	Y&R CM		11a-12p	MT--F--	:30	1	\$550.00	LV1	0.00	NM	1	\$550.00
Young & Restless															
YOUNG & RESTLESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$550.00		0.00			
E 9	8	10/26/12	10/30/12	8 News Now Noon M-F CM		12-1230p	MT--F--	:30	1	\$325.00	LV1	0.00	NM	1	\$325.00
8 News Now Noon M-F															
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$325.00		0.00			
E 10	8	10/26/12	10/30/12	1230-2p Soaps/ LMAD CM		1230-2p	MT--F--	:30	1	\$375.00	LV1	0.00	NM	1	\$375.00
Soaps / Let's Make A Deal															
THE BOLD AND THE BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$375.00		0.00			
E 11	8	10/26/12	10/30/12	1230-2p Soaps/ LMAD CM		1230-2p	MT--F--	:30	1	\$375.00	LV1	0.00	NM	1	\$375.00
Soaps / Let's Make A Deal															
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$375.00		0.00			
E 12	8	10/26/12	10/30/12	The Talk 2-3P CM		2-3p	MT--F--	:30	1	\$375.00	LV1	0.00	NM	1	\$375.00
The Talk															
THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$375.00		0.00			
E 13	8	10/26/12	10/30/12	Ellen CM		3-4p	MT--F--	:30	1	\$425.00	LV1	0.00	NM	1	\$425.00
Ellen															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/12	11/01/12	MT--F--					1	\$425.00		0.00			
E 14	8	10/26/12	10/30/12		CM	4-5p	MT--F--	:30	2	\$450.00	LV1	0.00	NM	2	\$900.00

